Missing Out Because You Aren’t LinkedIn:

What Every PA Student Should Know About This Powerful Platform

Krisi Gindlesperger, MBA, MPAS, PA-C, DFAAPA
Vice President-National Director of APPs, USACS
LinkedIn is the World’s largest PROFESSIONAL networking platform AND One of the most influential social media networks with more than 575 Million members.
The LinkedIn Platform

Keep LinkedIn Professional

Showcase your skills, expertise, education, and experience

Unlike resumes, LinkedIn doesn’t have to be launched or sent to anyone. LinkedIn will increase your audience 100x! That’s a lot more potential jobs!
Top 5 Reasons You Should Be LinkedIn

1. CONNECTION
Top 5 Reasons You Should Be LinkedIn

2. EDUCATION
3. RECRUITMENT
Top 5 Reasons You Should Be LinkedIn

4. PERSONAL BRAND
Top 5 Reasons You Should Be LinkedIn

5. HEALTHCARE LANDSCAPE
How Do I Get the Best From LinkedIn?

1. Complete your profile
2. Contact and connect
3. Start Talking
4. Give and receive recommendations and endorsements
5. Use LinkedIn Groups
6. Produce engaging content
7. Find New Hires – and new opportunities
8. Boost your organization’s profile
9. Observe professional etiquette
Success Stories on LinkedIn

Bianca Belcher, MPH, PA-C • 3rd
LinkedIn TopVoice 2018 | National Director of Bundled Payments – Steward Health Care Network | Asst Clinical Prof, Northeastern Univ
Greater Boston Area

Bianca began her healthcare career in the field of Orthotics and Prosthetics in 2004, but eventually opted to seek out a larger scope of practice. Bianca completed her MPH at the Dartmouth Institute in June 2010 and her MS in PA Studies at Northeastern University (NU) in August 2012. During her time...

Articles & activity
2,861 followers

Retaining Your PA Workforce
Bianca Belcher, MPH, PA-C
Published on LinkedIn

The growth of the physician assistant (PA) profession has been and continues to be rapid. The profession saw a 44% growth rate between 2011 and 2017 and is expected to see ...

Thank you! We are grateful for your time.
Bianca replied to a comment

The PowerPoint is available for those who attended the conference...
Bianca replied to a comment

Thanks for attending! We appreciate

Bianca Belcher - View Page

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Success Stories on LinkedIn

Northwell Health - View Page

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How to build Your Profile

Create a powerful presence on LinkedIn

1. Profile Picture
Pick a picture that is aligned with your role. This will show up on your articles and posts next to your name and headline.

2. Headline
Your headline will automatically use your current position, or you can customize it. This is important as it will show up under your byline on every article.

3. Summary
The summary is where you can share more about your experiences, expertise and interests. You can also share your vision you have for your role and your company.

4. Media
Link to external documents, photos, sites, videos, and presentations that tell your story.

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How to Build Your Profile

Create a powerful presence on LinkedIn

5. Experience
Detail your current and past work experiences to show your expertise and connect with co-workers and company alumni.

6. Work Examples
Add media to showcase your work visually.

7. Education
Share your educational background to be discovered by other school alumni and make connections.

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How to Create a Custom URL

A **custom URL** sets your profile apart and makes it easier to share with others.

1. **Step 1:** Navigate to your LinkedIn profile.
2. **Step 2:** Click on the pencil icon to edit your profile.
   - In the public profile settings, click on "Edit URL".
   - Customize the URL to reflect your name or a relevant identifier.

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How to Customize Your Account Settings

Find “Settings & Privacy” from the top right corner. Here you can add an additional email address, change your password, and control your notification and email preferences. You’ll also be able to adjust preferences for who can send you connection request invitations.
How to Manage Your Invitations

You can limit invitation requests by requiring members to know your email address.

Communications > Preferences > Who can send you invitations > Select “Only people who know your email address”
How to Change “Connect” to a “Follow” Button

You can reach a larger audience by allowing others to follow your activity.

Similarities and differences between connections and followers

Connections are two people who have connected on LinkedIn because they know and trust each other. If you’re connected to someone, you will both be able to see each other’s activity on your LinkedIn homepages. Your connections can send messages to you on LinkedIn.

Your followers on LinkedIn can see your posts and articles on their homepage without being connected to you. However, you won’t see their posts.

Privacy > Blocking and hiding > Followers > Toggle to “Yes” to add a follow button

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How to Check Your Follower Count

1. Find “Your Dashboard” on your profile page > Post views > See number of followers on the left-hand side

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QUESTIONS?

Krisi Gindlesperger, MBA, MPAS, PA-C
DFAAPA
kgindlesperger@usacs.com
(330) 994-4675